



VIETNAM SALARY GUIDE 2023



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About ManpowerGroup

ManpowerGroup® (NYSE: MAN), the leading global workforce solutions company, helps organizations transform in a fast-changing world of work by sourcing, assessing, developing and managing the talent that enables them to win. We develop innovative solutions for hundreds of thousands of organizations every year, providing them with skilled talent while finding meaningful, sustainable employment for millions of people across a wide range of industries and skills.

Our expert family of brands - Manpower, Experis and Talent Solutions - creates substantially more value for candidates and clients across 75 countries and territories and has done so for over 70 years. ManpowerGroup was listed one of Fortune's Most Admired Companies for the nineteenth year in 2021, and one of the World's Most Ethical Companies for the thirteenth year in 2022, confirming our position as the most trusted and admired brand in the industry.

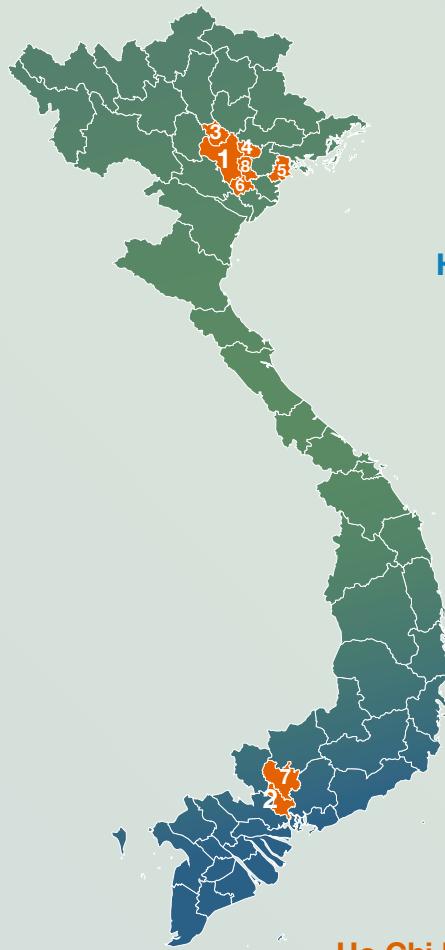
Our Operation in Vietnam

ManpowerGroup is the largest global recruitment, staffing and outsourcing company in Vietnam. We are the first 100% foreign invested company licensed to provide recruitment, staffing and outsourcing services by the Ministry of Labor, Invalids and Social Affairs (MOLISA) since 2008.

Manpower is part of ManpowerGroup - the world's leading workforce expert. Every day, all around the world, hundreds of thousands of people go to work because of Manpower; and hundreds of thousands of companies thrive because of the people we find for them.

With 120+ experienced consultants, our thorough understanding of staffing trends and highly qualified candidate pool, ManpowerGroup Vietnam can deliver the talent, matching the right individual to the right job - faster and with better business results.

Our Recognition



Ho Chi Minh city
16th Floor, Sailing Tower
111A Pasteur Street,
Ben Nghe Ward, District 1





Our Services

As the largest global recruitment, headhunting, staffing, payroll and outsourcing company in Vietnam, ManpowerGroup Vietnam helps our clients win in the ever changing world of work today. We leverage 15 years of HR knowledge in the market and our unmatched expertise in sourcing and managing talent to recruit, execute and deliver the results you need to win.

Why Us?



Function-based **strong team expertise**



120+ experienced consultants
nationwide specializing in diversified industries



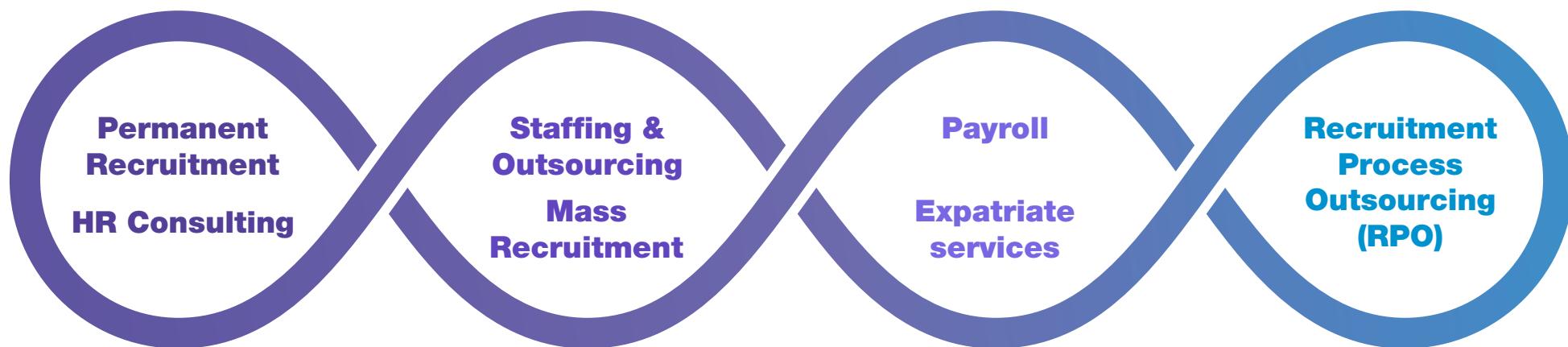
Maximizing results with technology



100k top-notch candidate database

What We Offer?

As a one-stop HR solutions company, we provide innovative, flexible and effective Permanent Recruitment, Staffing, Payroll and Outsourcing services, apart from HR consulting services and others, to over 500 businesses in Vietnam.



Permanent Recruitment - Executive Search - HR Consulting

By leveraging our extensive resources, tools, skills and experience, Manpower Vietnam Recruitment services provide your organization with:



Credibility & Stability

- 7500+ placements;
500+ clients
- 15 years of full service professional recruiting expertise in Vietnam

Speed & Efficiency

- In-depth local market knowledge and access to nationwide
- Well-connected and engaged in the community
- Strong sense of urgency from our experts

Recruiting Ability & Quality

- 120+ experienced consultants with focused sector experience
- Consultative approach supports lasting relationships with decision-makers
- Skill-specific recruiting capabilities
- Innovative tools and tailored approach to specific search assignments
- Knowledge of industry-specific skill sets and overall business trends



Speed



Efficiency



Credibility



Quality



Digitization



Andree Mangels

General Manager, ManpowerGroup Vietnam

General Manager's Message

2023: A challenging yet promising year for doing business in Vietnam

Dear readers,

I am pleased to introduce our ManpowerGroup Vietnam Salary Guide 2023.

After 8 years of living and working in Vietnam, I am happy to say that Vietnam is a great country for foreign investment thanks to its abundant hardworking, highly adaptable and eager-to-learn workforce. The country was ranked 7th in the list of 2022 Best Countries to Start a Business¹. Notably, the salary trends in Vietnam have witnessed significant evolution in recent years. Vietnamese white-collar workforce's salary has risen in the last few years, partly due to inflation, but also because the workers' skills have significantly improved over the years.

Remarkably, the bright recruitment landscape in Vietnam is reported in our latest Vietnam Employment Outlook Survey for the second half of 2022. Accordingly, up to 90% of the surveyed enterprises plan to increase or maintain their current headcounts. Strongest recruitment plans in the second half were reported in Manufacturing & Processing, Wholesale, Retail & Trading, Banking & Finance, Construction, Real Estate, etc. An increasingly fierce competition for talent with relevant skills that enable organizations to thrive is raging on.

Vietnam Salary Guide 2023 provides a comprehensive overview of salary for hundreds of roles, especially the latest labor trends in 12 key industries. It is packed with helpful information for hiring managers and candidates alike. The Guide serves as a reference for any businesses in Vietnam who want to develop an effective talent strategy to win in this changing world of work.

Let's conquer the uncertainty and win in Year of the Rabbit 2023!

Thank you.

¹ U.S. News & World Report

About ManpowerGroup Vietnam Salary Guide 2023

For the first time, ManpowerGroup Vietnam would like to share with our clients, partners and candidates our Vietnam Salary Guide 2023.

ManpowerGroup Vietnam Salary Guide 2023 is aimed at sharing the salary range of various positions with our candidates, employers, and any individuals and organizations who may refer to this guide as an updated reference to Vietnam's recruitment market in 2023.

Our Guide covers 12 industries and skillsets and the most common positions, from middle level, senior to C-suite level. The figures included in our Vietnam Salary Guide 2023 are the compilation of data retrieved from our candidates in Vietnam. It is not conclusive and not representative of all businesses in Vietnam.

The salary range given in the Guide is the base salary only and associated with locations, skills, work experience, education, and others. In fact, salaries for certain positions may be influenced by other factors like company size, benefits packages, employment trends, and labor supply and demand of specific industries. All salaries mentioned in ManpowerGroup Vietnam Salary Guide 2023 are gross monthly wages in Vietnamese dong (VND).

In case any organizations or individuals who may want to use part or all the information in this report for either personal or commercial purposes, please cite the source and mention in full its issuer's name, including but not limited to: "ManpowerGroup Vietnam Salary Guide 2023".

Thank you and Happy reading!



Chuong Nguyen

Country Manager, Permanent Recruitment
and HR Consulting services
ManpowerGroup Vietnam

MANPOWERGROUP VIETNAM SALARY GUIDE 2023

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Human Resources & Administration





Labor market overview

Following the increasing FDI flow into Vietnam after the pandemic, the need for outstanding HR leaders is on the rise. In most industries, there has been a high demand for functional HR expertise such as HR Business Partner, Employer Branding, Internal Communication & Employee Engagement and Talent Development. The need for a highly skilled workforce is most visible in technology, manufacturing, and consumer sectors which are the key engines for economic recovery. International manufacturers have been shifting their supply chains to Vietnam thanks to the country's diverse favorable conditions for business. As a result, job opportunities in HR, administration and other back-office roles are growing.



The global health crisis has made people rethink about the definition of work and their top priorities when considering a job offer. Health and wellbeing, safety, skill development programs, recognition and rewards, especially flexible work (hybrid work) are now as important as salary. Therefore, employers who understand those needs and transform them into suitable recruitment and retention strategies would be able to attract the best talent. The increasing importance of the workforce management in the new normal also means HR experts with desired expertise in training & development and diversity & inclusion are most sought-after.



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Hanoi

Ho Chi Minh City

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Finance, Legal & Compliance

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Most frequently hired positions



Employer Branding Manager

Learning & Development Manager

Employee Engagement Manager

Total Rewards Manager

HRBP Manager

Talent Acquisition Manager

Human Resources
& Administration

Finance, Legal
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Consulting
& Professional Services

Positions	Salary Range (VND Million) Per Month	
	1 - 5 Yrs of Exp	5+ Yrs of Exp
Chief People Officer	160 - 200	200 - 400
HR Director	100 - 160	160 - 350
HRBP Director	100 - 130	130 - 160
Head of Total Rewards	90 - 110	110 - 130
Head of Learning & Talent Development	80 - 100	100 - 130
Head of Talent Acquisition & Employer Branding	80 - 100	100 - 120
HR Manager	60 - 80	80 - 100
HRBP Manager	50 - 75	75 - 90
Talent Acquisition Manager	50 - 60	60 - 80



Positions	Salary Range (VND Million) Per Month	
	1 - 5 Yrs of Exp	5+ Yrs of Exp
Total Rewards Manager	60 - 75	75 - 90
L&D Manager	50 - 70	70 - 80
C&B Manager	50 - 65	65 - 80
Training Manager	50 - 60	60 - 80
Employer Branding Manager	40 - 50	50 - 70
Internal Communication & Employee Engagement Manager	40 - 50	50 - 70
Assistant HR Manager	30 - 45	45 - 60
Talent Acquisition Assistant Manager	30 - 40	40 - 50
Office/Admin Manager	25 - 40	40 - 50
Employer Branding Assistant Manager	25 - 35	35 - 45

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Finance, Legal & Compliance





Labor market overview

With the strong growth in manufacturing, investment fund, real estate and fintech sectors, 2023 is forecasted to be a year for finance and accounting professionals. Frequently hired roles include Chief Finance Officer, Financial Planning & Analysis Manager, Investment Manager and Finance Business Partner. There is also a higher demand for senior finance professionals who master strategic leadership skills to cope with the challenges of the post pandemic economic situation. With that being said, the top tier Financial Planning & Analysis, Finance Business Partner and Tax Manager will be in high demand in 2023. Meanwhile, the rising economic uncertainties and digital acceleration have made companies realize the importance of matters like risk management and data privacy, which increases the need for Legal and Compliance professionals.

While companies strive to increase their investment in headcount and expertise, hybrid or flexible work is among highly desired benefits by workers of all levels in 2023. Therefore, organizations will likely have to spend more effort to attract talent by offering them flexible benefits, shortened interview processes and competitive packages.

Candidates with professional certificates like ACCA, CPA, CFA etc. are preferred by employers, in terms of professional knowledge requirements.



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Most frequently hired positions



Financial Planning & Analysis Manager

Management Accountant

Finance Business Partner Manager

Legal Manager

Tax Manager

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Positions	Salary Range (VND Million) Per Month	
	1 - 5 Yrs of Exp	5+ Yrs of Exp
FINANCE		
CFO	200 - 250	250 - 400
Finance Director	150 - 180	180 - 250
Head of Internal Audit	110 - 140	140 - 200
Head of Finance Business Partner	120 - 150	150 - 180
Head of Financial Planning & Analysis	110 - 130	130 - 150
Internal Audit Manager	60 - 90	90 - 110
Finance Controller	60 - 85	80 - 150
Finance Business Partner Manager	60 - 80	80 - 130
Finance Manager	40 - 70	70 - 130



Positions	Salary Range (VND Million) Per Month	
	1 - 5 Yrs of Exp	5+ Yrs of Exp
Financial Planning & Analysis Manager	40 - 70	70 - 120
Treasury Manager	50 - 65	65 - 80
Tax Manager	50 - 65	65 - 80
Chief Accountant	40 - 60	60 - 80
Management Accountant	20 - 35	35 - 50
LEGAL		
Head of Legal/General Counsel	150 - 250	250 - 400
Legal Manager	50 - 80	80 - 150
Legal Counsel	50 - 80	80 - 150
COMPLIANCE		
Head of Compliance	120 - 150	150 - 230
Compliance Manager	70 - 100	100 - 120
Assistant Compliance Manager	40 - 55	55 - 70

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Procurement, Logistics & Supply Chain





Labor market overview

Supply chain and logistics are expected to remain the "bright spot" in the 2023 economic outlook. Enterprises are constantly expanding their service scope. In addition to the vibrant freight forwarding sector as a result of the fruitful development of e-commerce, many companies have increased their investment in warehousing and domestic delivery services. It is estimated that Vietnam's logistics market grows by over 5.5% per year during the 2022-2030 period.

The hiring trend continues with the significantly growing need for top tier professionals in sourcing, merchandising and procurement. Notably, international businesses are pouring investment into Vietnam, believing that the country is the next production and supply hub in Asia for DIY, electronics, tool and accessories product lines.



The development of supply chain and logistics has made sales and business development positions the most in-demand in 2022, a trend forecasted to continue next year. As regards to professional skills, data analysis and continuous improvement skills are seen as must-haves for workers in the industry. Candidates are also expected to own key soft skills like adaptability or problem-solving skills.

The above factors have contributed to making recruitment in this industry fiercer and more challenging than ever. In order to attract talent and retain long-term employees, employers need to pay more attention to the retention factors such as C&B, career development, working environment, training and so on. For strategic positions, it is important to implement an internal build strategy instead of focusing on the buy strategy only.



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Human Resources & Administration

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Consulting & Professional Services

Most frequently hired positions



Logistics Manager



Business Development Manager



Operation Manager



Material Project Manager



Supply Chain Manager

Positions	Salary Range (VND Million) Per Month	
	1 - 5 Yrs of Exp	5+ Yrs of Exp
SUPPLY CHAIN		
Head of Supply Chain/Chief Supply Chain Officer	100 - 150	125 - 325
Head of Purchasing/Sourcing/Procurement	100 - 150	150 - 200
Supply Chain Manager	60 - 85	85 - 125
Transportation Manager	60 - 75	75 - 125
Logistics Manager	60 - 85	85 - 100
Fleet/Delivery Manager	60 - 75	75 - 100
Purchasing/Sourcing/Procurement Manager	60 - 75	75 - 100
Material Planning Manager/Material Project Manager	50 - 75	60 - 125
Inventory Manager	50 - 60	60 - 100

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Positions	Salary Range (VND Million) Per Month	
	1 - 5 Yrs of Exp	5+ Yrs of Exp
Supply Planning Manager/Global Supply Manager	50 - 60	60 - 100
Warehouse Manager	50 - 60	60 - 75
Demand Planning Manager	50 - 60	60 - 75
Purchasing/Sourcing/Procurement/Buyer Officer	25 - 30	30 - 45
LOGISTICS		
Commercial Director	75 - 100	100 - 300
Operation Manager	60 - 100	100 - 300
Branch Manager	60 - 125	100 - 175
Sales/Business Development Manager	50 - 75	75 - 125
Airfreight/Seafreight Manager	50 - 75	60 - 100
Key Account Manager	40 - 60	60 - 100
Distribution Center Manager	50 - 60	60 - 75
Customer Service Manager	45 - 60	60 - 75



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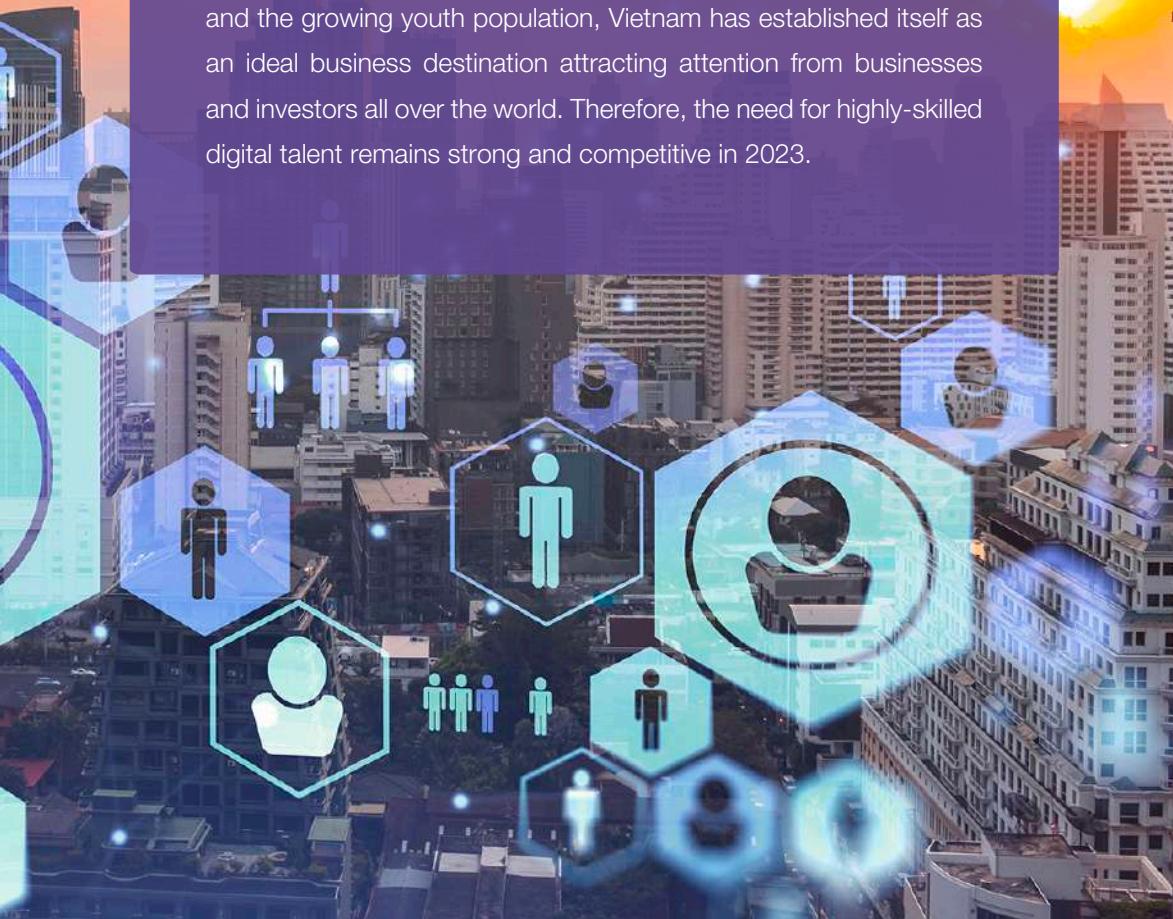
Digital, Media & Technology





Labor market overview

The Covid-19 pandemic has accelerated global digital transformation in many countries, including Vietnam. With great potential and strong economic growth, Vietnam's digital economy is expected to become one of the largest in South East Asia. Besides, given the support of the Vietnamese government, the high adoption rate of new technologies and the growing youth population, Vietnam has established itself as an ideal business destination attracting attention from businesses and investors all over the world. Therefore, the need for highly-skilled digital talent remains strong and competitive in 2023.



More and more organizations of all sizes and industries are looking for digital talent across all functions to drive business forward. However, the gap of digital skills in the local labor market remains high. To address the immediate skills gap and to remain competitive in the marketplace, beside holistic talent acquisition strategies, companies need to reskill and upskill their current workforce to meet their changing business and industry demands. Internal and external training at a company level plays a critical role in the workforce transformation journey. Given the skill mismatch in different labor markets, companies should look beyond boundaries in recruitment, in other words, to hire overseas Vietnamese or expatriates. This helps resolve the immediate talent shortage.

Most desired positions at senior and C-Suite positions are in Software, Outsourcing, Digital Platforms, Blockchain, SaaS, AI, Fintech, E-commerce, etc.



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Most frequently hired positions



Chief Technology Officer



Head of PMO



Head of Software Engineering



Head of Growth



Head of Sales/BD

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Positions	Salary Range (VND Million) Per Month	
	1 - 5 Yrs of Exp	5+ Yrs of Exp
SOFTWARE		
CEO	180 - 230	250 - 400
CTO	160 - 230	230 - 400
CIO	160 - 230	230 - 400
Technical Director/Head of Engineering	140 - 180	180 - 230
Head of Product	120 - 150	150 - 200
Software/Solution Architect	80 - 120	120 - 160
QA/QC Manager	60 - 80	80 - 120
Delivery Manager	60 - 80	80 - 120
Data Scientist	50 - 80	80 - 120

Positions	Salary Range (VND Million) Per Month	
	1 - 5 Yrs of Exp	5+ Yrs of Exp
Presales Manager	50 - 70	70 - 120
DevOps	50 - 70	70 - 120
Software Engineer	40 - 70	70 - 120
Sales Manager/Business Development Manager	40 - 70	70 - 120
Project Manager	50 - 70	70 - 100
Data Engineer	50 - 70	70 - 100
Product Manager/Product Owner	50 - 70	70 - 90
UI/UX Designer	30 - 60	60 - 90
Business Analyst	30 - 40	40 - 80
QA/QC Engineer	30 - 40	40 - 60
System Engineer	25 - 50	50 - 80
E-COMMERCE		
Head of E-commerce	90 - 120	120 - 180



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Positions	Salary Range (VND Million) Per Month	
	1 - 5 Yrs of Exp	5+ Yrs of Exp
Head of Category	90 - 120	120 - 180
Head of Sales	90 - 120	120 - 180
Head of Marketing	90 - 120	120 - 180
Customer Success Manager	50 - 60	70 - 80
IT IN-HOUSE		
IT Director	100 - 150	150 - 250
IT Manager	60 - 80	80 - 100
IT Support/Helpdesk	25 - 35	35 - 50
MEDIA		
Head of Digital	100 - 120	120 - 160
Account Director	100 - 120	120 - 140
Creative Director	70 - 100	100 - 130
Art Director	60 - 80	80 - 100



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Banking, Insurance & Financial Services





Labor market overview

Vietnam banking and financial services sector continues to embrace digital transformation as its long-term strategy in 2023. Most of the local banks and financial institutions have actively joined this journey and transformed their business operations with the aim to enhance customer experience, customer base, and efficiency in their full cycle of operation. Highest number of open vacancies include roles in IT, Data Analytics, Digital Marketing and R&D. Expatriate talent in these key positions is highly desired, too.

The pandemic seems to no longer have a significant impact on businesses in this sector. However, it still drives attention at top management level and results in newly created roles such as Head of Internal Communication, Culture & Well-being Manager, Internal Organization Psychologist, etc.



Thanks to the favorable economic conditions, foreign investment funds and securities firms are expanding their operations in Vietnam with high recruitment demand in Legal, HR, IT, and Finance roles at various levels.

2023 is expected to see more newborn digital-only models in financial services sector, which leads to the emerging demand for C-levels and positions in product, partnership, and digital marketing.



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Most frequently hired positions



Chief Data Officer

Head of Data Governance

Head of Transformation

Head of Customer Experience

Head of Corporate Culture

Head of Digital Marketing

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Positions	Salary Range (VND Million) Per Month	
	1 - 5 Yrs of Exp	5+ Yrs of Exp
BANKING		
CEO	400 - 700	500 - 1,200
Deputy CEO	250 - 400	300 - 600
Chief Data Officer	200 - 400	250 - 600
Head of Corporate Banking	150 - 400	250 - 500
Head of Transaction Banking	160 - 300	250 - 400
Head of Retail Banking	160 - 350	200 - 550
Head of Digital Channel	100 - 180	120 - 300
Head of Corporate Culture	80 - 120	100 - 200
Head of Health and Wellbeing	80 - 120	100 - 200

Positions	Salary Range (VND Million) Per Month	
	1 - 5 Yrs of Exp	5+ Yrs of Exp
Organization Psychologist	80 - 120	100 - 200
Branch Director/Manager	80 - 120	100 - 180
Head of Customer Experience	70 - 100	80 - 180
FI/Corporate Relationship Manager	50 - 80	70 - 150
TRANSFORMATION		
Head of Transformation	160 - 300	230 - 450
Head of Data Analytics	120 - 230	160 - 350
Data Scientist	50 - 120	60 - 180
Product Owner	50 - 100	80 - 180
Strategic Designer (UI/UX)	40 - 100	50 - 150
Data Engineer	30 - 100	50 - 120
Business Analyst	30 - 80	50 - 100



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Positions	Salary Range (VND Million) Per Month	
	1 - 5 Yrs of Exp	5+ Yrs of Exp
RISK, TREASURY, COLLECTION		
Head of Treasury	200 - 400	250 - 500
Chief Risk Officer	130 - 300	150 - 450
Head of Credit Risks	70 - 100	80 - 150
Head of Collection	60 - 100	80 - 150
Head of Quality Assurance	60 - 100	80 - 150
Internal Audit Director	60 - 100	80 - 120
Treasury Sales Specialist	50 - 70	60 - 120
Compliance Manager	45 - 85	60 - 120
Risk Modelling Expert	50 - 80	65 - 100
Underwriting Manager	40 - 80	60 - 100
Internal Audit Manager	40 - 80	60 - 100



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Positions	Salary Range (VND Million) Per Month	
	1 - 5 Yrs of Exp	5+ Yrs of Exp
SALES, MARKETING		
Chief Marketing Officer	100 - 250	150 - 400
Head of Digital Marketing	60 - 100	80 - 150
Head of Martech	60 - 100	80 - 150
Marketing Manager	40 - 80	50 - 120
Communication Manager	40 - 80	50 - 120
Head of Telesales	40 - 80	50 - 100
Head of Contact Center	40 - 80	50 - 100
SECURITIES		
Head of Research	60 - 120	80 - 200
Head of Investment Banking	60 - 120	80 - 200
Brokerage Director	50 - 80	60 - 120



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Positions	Salary Range (VND Million) Per Month	
	1 - 5 Yrs of Exp	5+ Yrs of Exp
IT Manager	40 - 80	50 - 120
Trading Manager	38 - 60	45 - 100
LIFE INSURANCE		
Chief Actuary Officer	160 - 240	200 - 450
Head of Agency Distribution	120 - 230	160 - 400
Head of Digital Channel	120 - 220	160 - 250
Head of Bancassurance	80 - 120	100 - 200
Actuary Specialist	45 - 120	60 - 180
FUND MANAGEMENT		
Investment Director	160 - 230	200 - 450
Head of Investment Banking	100 - 160	120 - 230
Investor Relation Manager	60 - 100	80 - 160



Human Resources & Administration

Finance, Legal & Compliance

Procurement, Logistics & Supply Chain

Digital, Media & Technology

Banking, Insurance & Financial Services

FMCG & Retail

Healthcare & Life Sciences

Manufacturing & Engineering

Energy/Oil & Mining

Industrial & Trading

Real Estate & Construction

Consulting & Professional Services

Positions	Salary Range (VND Million) Per Month	
	1 - 5 Yrs of Exp	5+ Yrs of Exp
FINTECH		
Chief Commercial Officer	160 - 350	250 - 500
Chief Strategy Officer	100 - 230	160 - 400
Chief Operation Officer	100 - 230	160 - 400
Chief Product Officer	100 - 230	145 - 250
Head of Growth	80 - 180	120 - 230
Head of Partnership/Bancassurance	80 - 160	120 - 230
Product Manager	60 - 100	70 - 120
Business Development Manager	40 - 100	60 - 120



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FMCG & Retail





Labor market overview

As one of the key drivers of the national economic recovery, the consumer goods industry in Vietnam, especially through e-commerce and modern trade channels, has grown substantially throughout 2022. The number of retailers, including well-known international brands newly entering Vietnam, has been increasing gradually in key cities and reaching further into provinces nationwide. With big international retail brand names like Uniqlo entering the market, the retail industry has recovered significantly post the pandemic. Therefore, the rising demand in recruitment has been significant in the retail and consumer market in the areas of retail development, revenue growth management and commerce.



As digital society and media have blurred the borders in consumers' purchasing habits, urban and rural consumer groups are getting even closer. We can foresee continued demand for top-tier talent in sales roles, marketing director, digital and e-commerce head as well as senior modern trade professionals.

In 2023, many retailers have put forward their ambitious growth plans with new openings of supermarkets, distribution systems and new retail models. With Vietnamese national financial health on its way to recovery, the consumer goods and retail industries are expected to continue their growth momentum next year. So does the demand for store operations, category and merchandising talent.



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Consulting & Professional Services

Most frequently hired positions



Sales Director

Category Head

Head of Retail

Head of Marketing

Head of Merchandise

Head of E-commerce

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Real Estate & Construction

Consulting & Professional Services

Positions	Salary Range (VND Million) Per Month	
	1 - 5 Yrs of Exp	5+ Yrs of Exp
General Manager/Country Manager	250 - 350	350 - 500
Country Manager (Retail)	180 - 280	280 - 380
Commercial Director/Sales & Marketing Director	200 - 250	250 - 350
Sales Director	150 - 200	250 - 350
Marketing Director	120 - 160	180 - 350
Head of Modern Trade	90 - 150	150 - 200
National Sales Manager	90 - 150	150 - 200
Regional Sales Manager	70 - 120	130 - 150
Head of Operations	80 - 100	100 - 140



Positions	Salary Range (VND Million) Per Month	
	1 - 5 Yrs of Exp	5+ Yrs of Exp
E-commerce Manager	60 - 80	80 - 120
Sales Capability Manager	50 - 60	60 - 80
Brand/Product Manager	40 - 50	50 - 80
Trade Marketing Manager	35 - 60	60 - 90
Customer Insight Manager	35 - 50	50 - 80
Route To Market Manager	35 - 50	50 - 75
Digital Marketing Manager	30 - 60	60 - 80
PR & Communications Manager	30 - 50	50 - 90
Key Account Manager	30 - 50	50 - 70
Area Sales Manager	30 - 45	45 - 55
Assistant Brand/Product Manager	20 - 35	30 - 45

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Industrial & Trading

Real Estate
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Consulting
& Professional Services



Positions	Salary Range (VND Million) Per Month	
	1 - 5 Yrs of Exp	5+ Yrs of Exp
Head of Retail	70 - 100	100 - 160
Marketing Manager	70 - 100	100 - 150
Head of Online Sales/E-commerce	70 - 90	90 - 120
Marketing Manager	60 - 90	90 - 110
Senior Brand manager	60 - 90	90 - 130
Category/Merchandise Manager	45 - 60	60 - 80
Store Manager	25 - 40	40 - 60

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Healthcare & Life Sciences





Labor market overview

As for the public healthcare sector, the rise of middle income families has led to an increased demand for greater healthcare services. This has boosted the demand for top skilled clinical operations professionals as well as doctors.

Another impact is the pandemic under which pharmaceutical and medical device companies across Vietnam continue to have strong recruitment demand. There is a need for experienced technical healthcare professionals to strengthen brand development in the competitive market. Frequent demand for Business Unit Heads, Medical Affairs and Market Access Managers are also seen in both pharmaceutical and medical device enterprises. Among regular positions in the healthcare industry, a number of new management roles have arisen such as Chief Transformation Officer, Business Transformation Manager, Digital Transformation Manager and Business Development Manager.

In 2023, as the need for talent continues within healthcare organizations coming along the digitization, opportunities arise for talents with good digital adaptability to embrace new positions. This will enable developing new areas of expertise that the market has never had. Therefore, it can be foreseen that the hiring need for professionals in the healthcare industry with digitally adopted skills would significantly increase.



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Consulting & Professional Services

Most frequently hired positions



Business Unit Head

Product Manager

Head of Regulatory Affairs

Medical Affairs Manager

Medical Advisor Manager

Market Access Manager

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Consulting & Professional Services

Positions	Salary Range (VND Million) Per Month	
	1 - 5 Yrs of Exp	5+ Yrs of Exp
General Manager/Country Manager	300 - 400	400 - 600
Head of Business Unit	150 - 250	250 - 400
Chief Operation Officer (Hospital)	100 - 150	150 - 180
Marketing Manager	80 - 120	120 - 160
Head of Commercial Excellence	80 - 120	120 - 150
Head of Marketing (Hospital)	80 - 100	100 - 150
Operation Manager (Hospital)	60 - 80	80 - 100
Medical Affairs Manager	50 - 80	70 - 110
Product Manager	45 - 65	65 - 85



Positions	Salary Range (VND Million) Per Month	
	1 - 5 Yrs of Exp	5+ Yrs of Exp
Sales Force Effectiveness Manager	45 - 65	60 - 80
Sales Manager (Devices)	45 - 65	60 - 80
Market Access Manager	45 - 60	60 - 80
Regulatory Affairs Manager	40 - 60	60 - 80
Service Manager (Devices)	35 - 55	55 - 75
Service Engineer (Devices)	15 - 30	30 - 40
Application Specialist (Devices)	15 - 20	20 - 35

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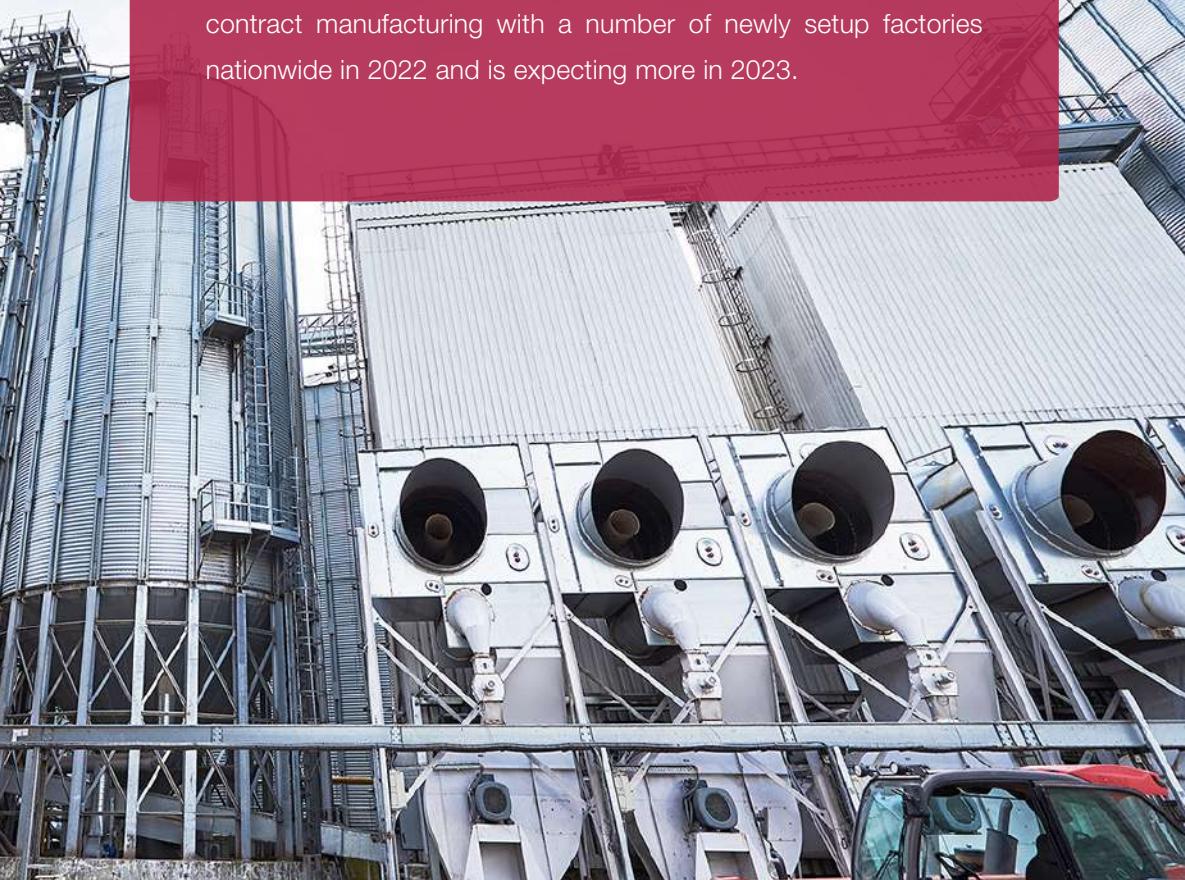
Manufacturing & Engineering





Labor market overview

Post the pandemic, the manufacturing sector continued to play its key role in the development of Vietnam's economy in 2022. More and more investors have considered Vietnam, which is one of the fastest growing economies in Asia, as a top choice destination for their expansion plan. In addition, as global manufacturers are shifting away from China, Vietnam has risen as a viable option for contract manufacturing with a number of newly setup factories nationwide in 2022 and is expecting more in 2023.



Meanwhile, the adoption of automation, robotics and advanced technology into production has impacted the structure and distribution of labor in manufacturing. The demand for skilled labor is rising and talent shortage becomes a huge challenge across most manufacturing companies. The issue is particularly visible when it comes to highly skilled positions such as quality management, product technical management, operation project management & automation, and technology engineering. The most outstanding reason for hiring difficulty in the industry comes from skill shortages, as reported in a ManpowerGroup Vietnam's survey with the Ministry of Labor, Invalids and Social Affairs. FDI employers say that some soft skills like discipline compliance, time management, teamwork, adaptability, initiative-taking, and foreign language as well as professional/technical skills are in serious shortage.

To deal with difficulties in recruitment, employers need to focus on internal training programs and employee retention strategy as a priority. They should also consider borrowing strategy - to cultivate communities of talent beyond their organizations via staffing service companies, thus being able to approach a wider range of talent pool.



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Most frequently hired positions



Engineering Manager

Technical Program Manager

Supplier Quality Manager

Operation Project Manager

Manufacturing Automation Engineer

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Positions	Salary Range (VND Million) Per Month	
	1 - 5 Yrs of Exp	5+ Yrs of Exp
Operation Director/Plant Director/Factory Manager/General Manager	90 - 150	125 - 375
Engineering Director/Head of Engineering	90 - 100	100 - 175
Continuous Improvement Manager	75 - 100	100 - 175
Sustainability Director/Head of Sustainability	75 - 100	100 - 175
QA/QC Director	75 - 90	90 - 175
Merchandising Head	75 - 90	90 - 175
Lean Manager	60 - 75	75 - 125
Commercialization & Development Manager	60 - 75	75 - 125

Positions	Salary Range (VND Million) Per Month	
	1 - 5 Yrs of Exp	5+ Yrs of Exp
Head of HSE/HSE Manager	50 - 75	75 - 175
Head of Production/Production Manager	50 - 75	75 - 125
Tooling Manager	60 - 75	75 - 100
Engineering/Industrial Engineer Manager/ Process Engineer Manager Technical Program Manager	50 - 75	75 - 125
QA/QC Manager/Supplier Quality Manager	50 - 75	75 - 125
R&D Manager	50 - 75	75 - 125
Production Planning Manager	50 - 75	60 - 125
Product Development Manager	50 - 75	60 - 125
Manufacturing Automation Engineer	20 - 40	35 - 70



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Positions	Salary Range (VND Million) Per Month	
	1 - 5 Yrs of Exp	5+ Yrs of Exp
Project Manager/NPI Manager	40 - 75	60 - 125
CSR Manager	50 - 75	60 - 100
Merchandise Manager	50 - 75	60 - 100
Maintenance/Facility Manager	50 - 75	60 - 75
Production Assistant Manager/Supervisor	30 - 40	40 - 50
QA/QC Supervisor	25 - 30	30 - 45
Electrical/Mechanical/Chemical Engineer	20 - 40	30 - 50
Industrial Engineer/Process Engineer/ Process Improvement Engineer	20 - 40	30 - 50



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Energy/Oil & Mining





Labor market overview

In recent years, more and more global businesses have aimed for a common goal in reducing emissions - Net Zero, which also means more growth space is available for renewable energy.

2022 witnessed the emerging trend of global businesses proactively exploring clean energy solutions to step up ESG efforts. Yet, it is expected that during 2023 there will be more new project development within the renewable sector in an attempt of Vietnamese government to promote sustainable economic development.



One most explicit evidence is the Lego project, where Danish toymaker announced a 1-billion-USD greenfield investment in Vietnam. This is its sixth factory worldwide yet the first carbon neutral one to be powered entirely by solar energy with Manpower Vietnam immensely delighted to be appointed as the pioneer hiring partner for the project. This is a milestone as to Vietnam's continuously improving competitiveness as an investment destination for global corporations in terms of the ability to provide clean energy.

With the purpose of supporting the maturity of the renewable sector in particular and the energy industry in general, the utmost priority now and in upcoming years is to build the capabilities and upskill in project development, construction and operations. It is also advised to incorporate green energy innovations into the employer brands to attract new talent into the industry.



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Most frequently hired positions



Commercial Manager

Operation Manager

Business Development Manager

Business Development Director

Project Manager

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Positions	Salary Range (VND Million) Per Month	
	1 - 5 Yrs of Exp	5+ Yrs of Exp
PLANNING (PRODUCTION, SUPPLY PERFORMANCE, PROJECT MANAGEMENT)		
Director	125 - 175	175 - 225
Manager	60 - 90	90 - 125
Supervisor/Leader	40 - 60	50 - 75
COMMERCIAL/SALES		
Manager	75 - 100	100 - 150
Supervisor/Leader	40 - 55	55 - 75



Positions	Salary Range (VND Million) Per Month	
	1 - 5 Yrs of Exp	5+ Yrs of Exp
CUSTOMER SERVICES		
Manager	40 - 50	50 - 75
Supervisor/Leader	30 - 40	40 - 50
HEALTH & SAFETY/ENVIRONMENT/ FIREFIGHTING/SECURITY		
Director	100 - 150	150 - 225
Manager	50 - 90	90 - 150
Supervisor/Leader	40 - 50	50 - 90
MAINTENANCE		
Expert/Specialist Individual Contributor/Chief Engineer	125 - 250	200 - 375
Director	100 - 200	150 - 325
Manager	45 - 75	75 - 150
Supervisor/Leader	30 - 45	45 - 75

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Positions	Salary Range (VND Million) Per Month	
	1 - 5 Yrs of Exp	5+ Yrs of Exp
OPERATION		
Director	125 - 250	200 - 375
Manager	55 - 125	100 - 250
Deputy Manager	45 - 90	75 - 200
Shift Supervisor/Shift Leader	40 - 60	60 - 100
Unit Supervisor	30 - 40	40 - 50
LAB & QA/PROCESS CONTROL		
Director	100 - 175	175 - 250
Manager	55 - 90	90 - 125
Supervisor/Leader	30 - 45	45 - 55
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FMCG & Retail		
Healthcare & Life Sciences		
Manufacturing & Engineering		
Energy/Oil & Mining		
Industrial & Trading		
Real Estate & Construction		
Consulting & Professional Services		



Positions	Salary Range (VND million) Per Month	
	1 - 5 Yrs of Exp	5+ Yrs of Exp
BUSINESS DEVELOPMENT & COMMERCIAL		
Commercial Director	100 - 150	150 - 225
Business Development Director	90 - 150	150 - 200
Business Development Manager	60 - 90	90 - 150
Commercial Manager	60 - 75	75 - 150
Assistant Commercial Manager	25 - 40	40 - 60
Business Development Specialist/Executive	25 - 40	40 - 60
PROJECT MANAGEMENT		
Project Director	125 - 200	200 - 375
Country Manager	125 - 200	200 - 300
Project Manager	60 - 90	90 - 125
Land Acquisition Manager	40 - 60	60 - 75

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Positions	Salary Range (VND Million) Per Month	
	1 - 5 Yrs of Exp	5+ Yrs of Exp
ENGINEERING & CONSTRUCTION		
Director	125 - 175	175 - 250
Construction Manager	75 - 125	125 - 175
Manager	60 - 90	90 - 125
Safety Manager	50 - 60	60 - 90
OPERATIONS & MAINTENANCE		
Plant Manager	75 - 125	125 - 175
Senior Marketing Manager	50 - 60	60 - 110
Supervisor/Leader	40 - 50	50 - 60
Admin cum Procurement Manager	25 - 50	50 - 65

Note: • Renewable: Solar, Wind

• Non-Renewable: Refinery, Petrochemical, Natural Gas, Fertilizer, Power (Thermal, Combined-cycle, Incineration)

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Industrial & Trading





Labor market overview

Foreign trade and export of electronics and components, machinery appliances, textiles/garments, footwear, etc. accounted for 63.9% of the country's total exports in 2022, and are forecasted to have significant growth in the coming years.

The labor demand in these sectors has increased significantly this year and will most likely continue to keep its momentum in 2023. Vietnam has benefited greatly from China's manufacturing exodus and FTAs with the EU, Japan, and South Korea. Recently, the US - China trade tension and Russia - Ukraine war have made firms diversify their supply chains. Against this background, Vietnam is considered a potential destination for foreign direct investment in the industries.



As demand for highly skilled professionals continues in production management, quality assurance and engineering functions, it has also deepened existing skills shortages in this sector. Besides, the search for talent in sourcing, trading, and sales is very competitive as there is an abundance of job opportunities in the market.

Apart from technical skills, the most sought-after soft skills include accountability, reliability and discipline, resilience, stress tolerance and adaptability, initiative-taking, reasoning and problem-solving.

In terms of C-suite positions, leadership and social influence are the most important differentiators of successful senior level candidates.



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Most frequently hired positions



Sales Manager



Key Account Manager



Business Development Manager



Sales Engineer



Service Engineer

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Positions	Salary Range (VND Million) Per Month	
	1 - 5 Yrs of Exp	5+ Yrs of Exp
General Manager/Managing Director	150 - 300	200 - 500
Marketing Head	100 - 175	175 - 375
Chief Representative	100 - 150	150 - 250
Sales Director/Country Sales Manager	100 - 150	150 - 200
Sourcing Head/Regional Sourcing	90 - 100	100 - 250
Country Service Leader/Head	90 - 100	100 - 200
Regional Sales Manager	75 - 100	90 - 110
Marketing Manager	60 - 90	90 - 110
Sourcing Manager	60 - 75	75 - 100
Key Account Manager	50 - 75	60 - 100

Positions	Salary Range (VND Million) Per Month	
	1 - 5 Yrs of Exp	5+ Yrs of Exp
Business Development Manager	50 - 75	75 - 100
Technical Service Manager	50 - 60	60 - 75
After Sales Manager	50 - 60	60 - 90
Area Sales Manager	40 - 45	45 - 50
Sales Engineer	25 - 40	40 - 60
Service Engineer	25 - 40	40 - 50
Sourcing Specialist	25 - 30	30 - 40
Key Account Executive	22 - 30	30 - 45
Sales Supervisor	20 - 30	30 - 45
Customer Service/After Sales Executive	20 - 25	25 - 30



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Real Estate & Construction

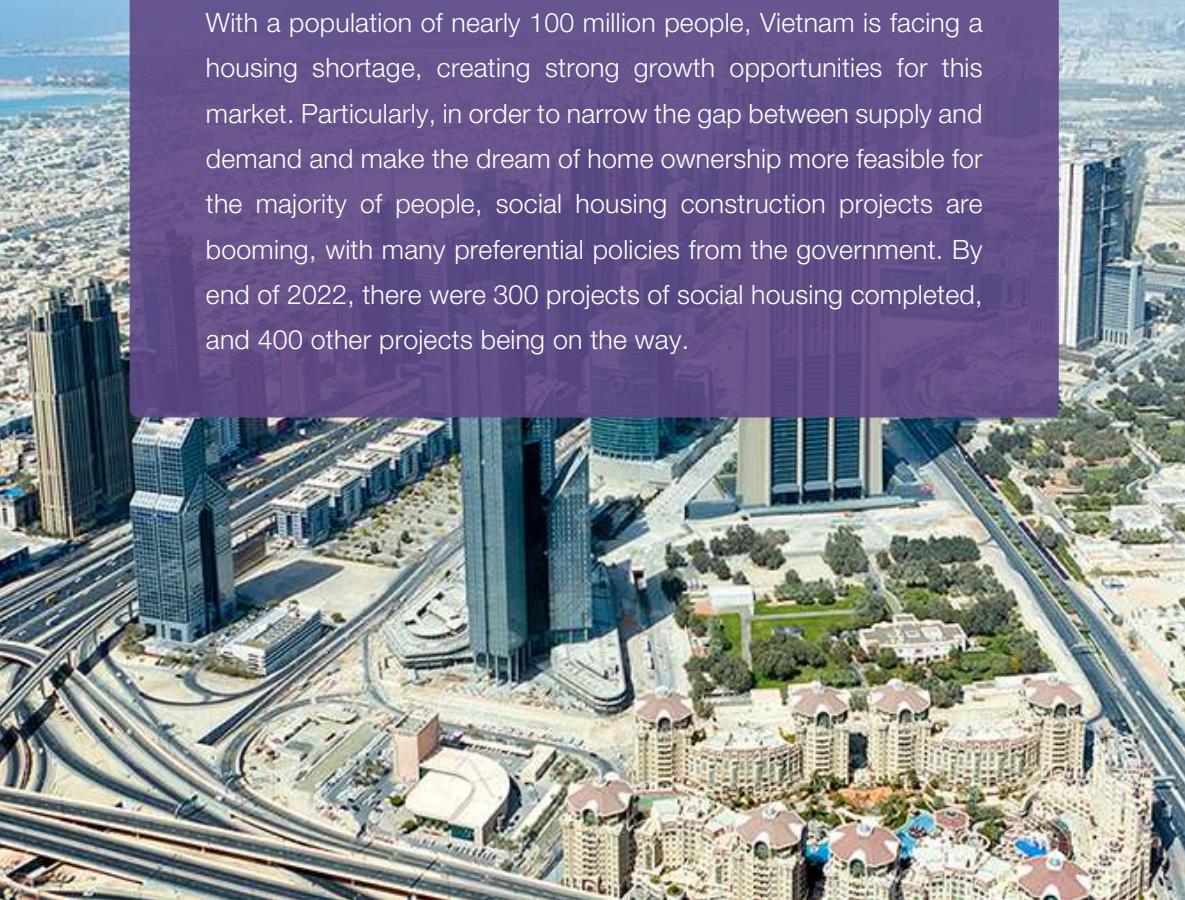




Labor market overview

Vietnam is a “rare bright spot” in attracting the world's real estate capital inflows with more and more open FDI policies. In the first half of 2022, real estate was the second largest FDI attraction, with a total investment of USD 3.15 billion, accounting for 22.5% of total registered investment capital.

With a population of nearly 100 million people, Vietnam is facing a housing shortage, creating strong growth opportunities for this market. Particularly, in order to narrow the gap between supply and demand and make the dream of home ownership more feasible for the majority of people, social housing construction projects are booming, with many preferential policies from the government. By end of 2022, there were 300 projects of social housing completed, and 400 other projects being on the way.



Global social and economic uncertainties made corporations diversify their production locations. Thanks to its stable political and social situation and favorable geographical position, Vietnam emerged as a bright star and benefited from this wave of displacement. This has resulted in the increasing demand for industrial real estate. New factories being under construction are expected to create thousands of jobs for local workers.

Other outstanding trends in construction and real estate such as strong investment waves in satellite urban areas, and the rising preference for smart homes, smart cities promise to generate great job opportunities in these areas.



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Most frequently hired positions



 **Sales & Marketing Director**

 **Investment Director**

 **Legal Director**

 **Project Director**

 **Finance Director**

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Positions	Salary Range (VND Million) Per Month	
	1 - 5 Yrs of Exp	5+ Yrs of Exp
EXECUTIVE		
General Director (Expatriate)	230 - 350	350 - 575
General Director	180 - 230	230 - 350
Chief Operations Officer	135 - 185	185 - 250
Deputy General Director - Group PMO	135 - 185	185 - 250
Deputy General Director - Finance, Investment, Legal	135 - 185	185 - 250
SALES & MARKETING		
Sales Director	80 - 120	120 - 230
Head of Sales & Marketing	80 - 120	120 - 230

Positions	Salary Range (VND Million) Per Month	
	1 - 5 Yrs of Exp	5+ Yrs of Exp
Marketing Director	80 - 120	120 - 230
PR and Communications Manager	60 - 80	90 - 100
Retail Leasing Manager	46 - 70	70 - 92
Industrial Leasing Manager	46 - 70	70 - 92
Office Leasing Manager	46 - 70	70 - 92
Sales Manager	46 - 70	70 - 92
PROJECT MANAGEMENT & DEVELOPMENT		
Legal Director	115 - 160	185 - 280
Investment Director	115 - 140	140 - 180
MEP Director	115 - 140	140 - 160
Project Director	92 - 120	120 - 160



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Positions	Salary range (VND Million) per month	
	1 - 5 Yrs of Exp	5+ Yrs of Exp
Government Affair Director	92 - 120	120 - 160
Project Development Director	92 - 120	120 - 160
Design Director	92 - 115	115 - 140
Head of Property Management	70 - 92	115 - 160
Cost & Contract Director	70 - 92	92 - 140
Legal Manager	70 - 92	92 - 115
Investment Manager	60 - 80	92 - 120
Investor Relations Manager	50 - 70	70 - 92
Property Manager	50 - 70	70 - 92
Design Manager	50 - 70	70 - 92
Landscape Manager	50 - 70	70 - 92
Project Manager	50 - 70	70 - 92

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Positions	Salary Range (VND Million) Per Month	
	1 - 5 Yrs of Exp	5+ Yrs of Exp
Urban Planning Manager	50 - 70	70 - 92
MEP Design Manager	50 - 70	70 - 92
QA/QC Manager	50 - 70	70 - 92
Construction Manager	50 - 60	60 - 70
Planning Manager	45 - 70	70 - 92
INDUSTRIAL REAL ESTATE		
General Director	185 - 230	230 - 575
Head of Leasing	80 - 115	115 - 140
Industrial Leasing/Sales Manager	50 - 70	70 - 92
Key Account Manager	50 - 70	70 - 92
Business Development Manager	50 - 70	70 - 92



Human Resources
& Administration

Finance, Legal
& Compliance

Procurement, Logistics
& Supply Chain

Digital, Media
& Technology

Banking, Insurance
& Financial Services

FMCG & Retail

Healthcare
& Life Sciences

Manufacturing
& Engineering

Energy/Oil & Mining

Industrial & Trading

Real Estate
& Construction

Consulting
& Professional Services



Positions	Salary Range (VND Million) Per Month	
	1 - 5 Yrs of Exp	5+ Yrs of Exp
REAL ESTATE & PROPERTY SERVICES		
Head of Commercial	80 - 120	120 - 180
Associate Director - Sales	70 - 92	92 - 120
Associate Director - Valuation & Advisory Services	70 - 92	92 - 120
Associate Director - Research	70 - 92	92 - 120
Sales Manager	50 - 70	70 - 92
Valuation & Advisory Services Manager	50 - 70	70 - 92
Research Manager	50 - 70	70 - 92
Leasing Manager	50 - 70	70 - 92
Project Marketing Manager	50 - 70	70 - 92
Marketing & Communication Manager	50 - 70	70 - 92

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Positions	Salary Range (VND Million) Per Month	
	1 - 5 Yrs of Exp	5+ Yrs of Exp
CONSTRUCTION		
Head of Project/Project Director	100 - 150	150 - 375
Business Development Director	75 - 100	100 - 150
Project Manager	60 - 90	90 - 110
Construction Manager	60 - 75	75 - 110
Cost & Contract Manager	50 - 75	75 - 100
QS Manager	50 - 75	75 - 100
HSE Manager	50 - 60	60 - 100
MEP Manager	50 - 60	60 - 100
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Positions	Salary Range (VND Million) Per Month	
	1 - 5 Yrs of Exp	5+ Yrs of Exp
Design Director/Head of Design	75 - 110	110 - 185
Head of Structural Department	75 - 90	90 - 125
Site Manager	50 - 60	60 - 100
Business Development Manager	60 - 75	75 - 90
Design Manager/Chief Architect	50 - 60	60 - 90
Firefighting Project Manager	50 - 60	60 - 75

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Labor market overview

Given that Vietnam's GDP in the second quarter of 2022 increased by 7.72% over the same period last year, it is foreseen that the consulting and services sectors will revive in 2023. This was reflected in the strong need to recruit professionals across education, business process outsourcing, management consulting and hospitality industries.

Despite consulting firms did suffer during Covid-19 as they reported slow revenue growth, all largest firms reported revenue growth above the pre-pandemic level in 2022. Most critical hires are from digital and implementation, people and organizations, as well as transformation. In 2023, continuing with the strong comeback for the hospitality and F&B industry, the demand would be seen rapidly for Sales & Marketing, Customer Experience, and Revenue Manager, etc. However, even top organizations are tackling the talent shortage as the service industry which requires full attendance would no longer be a great choice of work application. Exploring all the possibilities of flexible working will be a smart choice for organizations in this sector.

As for the business services sector, 2022 was a year of transforming traditional business services to the new inclusion of digital services with hybrid work model, advanced analytics, artificial intelligence and automated services delivered via the cloud. Thus, 2023 will continue the trend of technology integrators to advance to all-round service provider with a wide portfolio of service offerings across the industries. Roles with strong demand will still be Call Center Manager, Operation Manager and Project Manager.



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Most frequently hired positions



 Consulting Manager

 Senior Consultant

 Sales & Marketing Manager

 Revenue Manager

 Operations Manager

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Positions	Salary Range (VND Million) Per Month	
	1 - 5 Yrs of Exp	5+ Yrs of Exp
MANAGEMENT CONSULTING		
Senior Manager/Director	150 - 200	200 - 250
Manager/Engagement Manager	100 - 150	125 - 175
Principal/Senior Consultant	75 - 100	90 - 110
Consultant	50 - 60	60 - 90
Associate/Analyst/BA	25 - 30	30 - 40
BUSINESS CONSULTING		
Transformation & Change Consultant	110 - 150	125 - 200
Manager, Strategy & Transformation	110 - 150	125 - 175



Positions	Salary Range (VND Million) Per Month	
	1 - 5 Yrs of Exp	5+ Yrs of Exp
Manager, Deals, Strategy & Finance	110 - 150	125 - 175
Manager, People & Organization	100 - 150	125 - 175
Manager, Legal Services	100 - 150	125 - 160
Manager, Assurance Services	100 - 150	125 - 150
SERVICES		
General Manager	150 - 200	150 - 250
Operations Manager	100 - 150	125 - 200
Sales & Marketing Manager	100 - 125	125 - 150
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Positions	Salary Range (VND Million) Per Month	
	1 - 5 Yrs of Exp	5+ Yrs of Exp
Customer Experience Manager	75 - 110	110 - 135
Marketing Manager	75 - 100	100 - 125
Revenue Manager	75 - 100	100 - 125
PR Manager	75 - 100	90 - 110
Call Center Manager	60 - 90	75 - 100
F&B Manager	60 - 75	75 - 100

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